



WDAF-TV

ORDER

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Flight Dates 08/14/12-08/19/12

REVISION Print Date 08/15/12 Page 1 of 1

Order Sep 00 15 00

NEWS	<u>Product</u>		<u>Estimate #</u>	August 14-19, 2012			
<u>Contract / Revision</u>	567919	/	<u>August 14-19, 2012</u>	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	08/13/12	08/14/12	<u>Agency Com</u>	15%	<u>Billing Type</u>	Cash	
			<u>Billing Contact</u>	Suzanne Lorimer	<u>Order Type</u>	GENERAL	
<u>Advertiser</u>	McCaskill/D/MO/US Senate		1580 Lincoln Street		<u>Billing Cycle</u>	EOM/EOC	
			Suite 510		<u>Billing Calendar</u>	BROADCAST	
			Denver, CO 80203		<u>Demographic</u>	A25-54	
<u>Agency</u>	Media Strategies & Research			<u>Rev Codes</u>	SP-POL	PLC	POL
<u>Buying Contact</u>			<u>Sales Office</u>	L-KC	<u>Product Codes</u>	PL1Bb	
11350 Random Hills Rd			<u>Sales Region</u>	LOC	<u>Priority</u>	DEFAULT	
Suite 670			<u>Agency Ref</u>		<u>Advertiser Ref</u>		

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 58125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	17437
KCWE	%	0
KMBC	30%	17437
KMCI	%	0
KPXE	%	0
KSHB	20%	11625
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$9,881.25	\$11,625.00	0.00	07/30/12	08/19/12	34	\$9,881.25	\$11,625.00
Totals	34	\$9,881.25	\$11,625.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 1	4	08/14/12	08/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--111--	:30	3	\$125.00	3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--111--		3	\$125.00		0.00						
N 2	4	08/14/12	08/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--111--	:30	3	\$250.00	2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--211--		4	\$250.00		0.00						
N 3	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----1--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	----1--		1	\$450.00		0.00						
N 4	4	08/16/12	08/16/12	M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00



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Contract Revision

567919 Flight Dates 08/14/12-08/19/12

Hiatus Dates

Original Date / Revision 08/13/12 / 08/14/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product August 14-19, 2012

Estimate # **August 14-19, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
M-F 7-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	---1---		1	\$450.00			0.00						
N 5	4	08/18/12	08/18/12	Sa 7-9a		CM-All	Sa 7-9a		-----1-	:30	1	\$225.00	2	0.00	NM	1 \$225.00
				Sa 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----1-		1	\$225.00			0.00						
N 6	4	08/19/12	08/19/12	Su 7-9a		CM-All	Su 7-9a		-----1	:30	1	\$150.00	2	0.00	NM	1 \$150.00
				Su 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----1		1	\$150.00			0.00						
N 7	4	08/17/12	08/17/12	M-F 9-10a		CM-All	9-10a		----1--	:30	1	\$150.00	2	0.00	NM	1 \$150.00
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	----1--		1	\$150.00			0.00						
N 8	4	08/16/12	08/16/12	M-F 11-1130a		CM-All	11-1130a		---1---	:30	1	\$100.00	3	0.00	NM	1 \$100.00
				M-F 11-1130a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	---1---		1	\$100.00			0.00						
N 9	4	08/15/12	08/16/12	M-F 3-4p		CM-All	3-4p		--11---	:30	2	\$100.00	3	0.00	NM	2 \$200.00
				M-F 3-4p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--11---		2	\$100.00			0.00						
N 10	4	08/15/12	08/17/12	M-F 4-5p		CM-All	4-5p		--111--	:30	3	\$300.00	2	0.00	NM	3 \$900.00
				M-F 4-5p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--111--		3	\$300.00			0.00						
N 11	4	08/15/12	08/17/12	M-F 5-6p		CM-All	5-6p		---11--	:30	2	\$300.00	3	0.00	NM	2 \$600.00
				M-F 5-6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--111--		2	\$300.00			0.00						
N 12	4	08/15/12	08/17/12	M-F 6-630p		CM-All	6-630p		--1-1--	:30	2	\$400.00	3	0.00	NM	2 \$800.00
				M-F 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--1-1--		2	\$400.00			0.00						
N 13	4	08/15/12	08/17/12	M-F 630-7p		CM-All	630-7p		--111--	:30	3	\$300.00	3	0.00	NM	3 \$900.00
				M-F 630-7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--111--		3	\$300.00			0.00						
N 14	4	08/15/12	08/17/12	M-F 9-10p		CM-All	9-10p		--111--	:30	3	\$750.00	2	0.00	NM	3 \$2,250.00
				M-F 9-10p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--111--		3	\$750.00			0.00						



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Hiatus Dates

Original Date / Revision 08/13/12/ 08/14/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product August 14-19, 2012

Estimate # August 14-19, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	4	08/15/12	08/17/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Spot	Week:	08/13/12	08/19/12	--111--			3	\$750.00	0.00						
2	Ch	Date Range	Description		Start/End Time					Weekdays	Length	Rate	Rtg	Type	
		08/13/12-08/19/12	M-F 9-10p		9-10p					--WThF----	:30	(\$750.00)	0.00	NM	
			See MG 14.5 [football]												
3		4	08/13/12-08/19/12 M-F 9-10p			9-10p				--WThF----	:30	(\$750.00)	0.00	NM	
			See MG 14.4 [no due football]												
4		4	08/19/12-08/19/12 Su 9-10p			9-10p				-----Su	:30	\$750.00	0.00	NM	
			(@) MG for 14.3 08/17												
5		4	08/19/12-08/19/12 Su 9-10p			9-10p				-----Su	:30	\$750.00	0.00	NM	
			(@) MG for 14.2 08/16												
'N 15	4	08/15/12	08/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--11---	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Spot	Week:	08/13/12	08/19/12	--11---			2	\$750.00	0.00						
N 16	4	08/15/12	08/17/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--111--	:30	3	\$375.00	2	0.00	NM	3	\$1,125.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Spot	Week:	08/13/12	08/19/12	--111--			3	\$375.00	0.00						
N 17	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----1-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Spot	Week:	08/13/12	08/19/12	-----1-			1	\$450.00	0.00						
														Totals	34 \$11,625.00